




Exhibit A

GUIDELINES FOR BOWLING CENTERS, ASSOCIATIONS AND LEAGUES PARTICIPATING IN PROGRAM

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures.

Susan G. Komen sincerely appreciates your efforts to support our vision: A world without breast cancer. Please use the following guidelines in connection with your fundraising activities:

- If you conduct a fundraising activity, you must comply with all applicable laws (for example, lottery laws, etc.) and file, post or obtain all required registrations, bonds, permits, releases, consents, licenses and approvals.
- When referencing Susan G. Komen®, *the Running Ribbon logo* (i.e., ) , *Bowl for the Cure®* and/or *Meet for the Cure®* on any promotional materials, please be sure to include the ® symbol and state that it is a registered trademark of Susan G. Komen.
- **WHEN SOLICITING CONTRIBUTIONS, PLEASE INCLUDE THE FOLLOWING NYAG DISCLOSURE ON ALL PROMOTIONAL MATERIALS ADVERTISING THE FUNDRAISING ACTIVITIES:** A copy of Komen's most recently filed financial report is available from the Charities Registry on the New York State Attorney General's website (www.charitiesnys.com) or, upon request, by contacting the New York State Attorney General, Charities Bureau, 28 Liberty Street, New York, NY 10005, or Susan G. Komen at 13770 Noel Road, Suite 801889, Dallas, Texas 75380. You also may obtain information on charitable organizations from the New York State Office of the Attorney General at www.charitiesnys.com or (212) 416-8401.
- On any promotional materials advertising the fundraising activities, please clearly state that all of the monies raised will be donated to Susan G Komen. If possible, please include the following statement about Komen's Mission: "Susan G. Komen®'s mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. For more information contact Susan G. Komen at 13770 Noel Road, Suite 801889, Dallas, Texas 75380 or www.komen.org."